

Thurston County
Quit Line Data Summary
October 1 - December 31, 2002

	County	State
Number of Calls to Quit Line	N = 109	N = 3,753
Percent of Statewide Calls	3.5%	100.0%
Percent of State Population in County¹	3.5%	100.0%
	County %	State %
Gender	N = 105	N = 3,291
Female	63.8%	61.0%
Male	36.2%	39.0%
Race/Ethnicity	N = 95	N = 2,816
People of Color	9.5%	13.9%
White	90.5%	86.1%
Age	N = 101	N = 2,956
Less than 18 years old	1.0%	2.7%
18 - 24 years old	14.9%	14.4%
25 - 34 years old	19.8%	21.8%
35 - 44 years old	28.7%	25.9%
45 years and older	35.6%	35.1%
Education	N = 105	N = 2,860
Did not graduate high school	19.0%	18.4%
High school graduate	24.8%	33.3%
Some college/vocational school	36.2%	34.9%
College graduate	20.0%	13.5%
Caller Type	N = 107	N = 3,367
General Information	2.8%	11.2%
Health care provider	2.8%	2.9%
Tobacco user	94.4%	85.9%
Payer Type	N = 74	N = 2,129
Insured	32.4%	41.5%
Uninsured	31.1%	24.9%
Medicaid	36.5%	33.5%
Heard About	N = 95	N = 2,888
Past caller	15.8%	18.5%
Employer/worksites	0.0%	0.8%
Health care provider	21.1%	21.8%
Television	12.6%	18.4%
Outdoor advertisement (billboard/bus/wall)	4.2%	7.2%
Targeted mailing	0.0%	0.9%
Great Start	0.0%	0.1%
Radio	0.0%	2.2%
Newspaper/Magazine	5.3%	2.2%
Brochure/Newsletter	6.3%	6.2%
Family or friend	26.3%	17.9%
Health Department	7.4%	2.9%
School	1.1%	0.9%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.